

## Subject Index to

# dental management

January through December, 1968



### ACCOUNTING

The Advice Givers: Your Accountant, Jan., p. 77  
Bookkeeping by Machine, May, p. 47  
Bill Patients by Computer? Jul., p. 23

### AMERICAN DENTAL ASSOCIATION

Disability Income Insurance: Weak Link in Your Chain of Protection? Mar., p. 36  
How the A.D.A.'s New Keogh Plan Works, Apr., p. 29

### ART

The Double Life of Dr. Lindenberger, Dec., p. 69

### ASSISTANTS

"I Work Alone and Like It," Apr., p. 45  
Bookkeeping by Machine, May, p. 47  
When You Tangle With a Temptress, Aug., p. 26  
Firing Can Backfire, Sep., p. 33  
"Our Aides Must Be Licensed!" Nov., p. 42  
Cause and Cure of the Cash Register Complex, Dec., p. 34

### ASSOCIATIONS

I Protest: "Doctors Need a National Union," Oct., p. 36

### AUTOMOBILES

The Double Life of Dr. Thompson, May, p. 57

### AVIATION

The Double Life of Dr. Drummond, Jan., p. 61

### BANKS

A Common Trust Fund for Your Uncommon Problems, Jan., p. 49

### CASE PRESENTATION

Wise Ways To Move Patients III: Talk Their Language, Sep., p. 75

### COLLECTIONS

Bookkeeping by Machine, May, p. 47  
Bill Collection in a Nutshell, Jun., p. 83  
Bill Patients by Computer? Jul., p. 23

### CREDIT

Bill Collection in a Nutshell, Jun., p. 83

### DENTAL HEALTH PROGRAMS

I Protest: "The Case Against Closed Panels," Jul., p. 32

### EDUCATION

I Protest: "Dentists MUST Go Back to School!" Jan., p. 36  
The Good News About Education Deductions, Feb., p. 29

### EQUIPMENT

Get the Best Tax Break on Your Equipment, Mar., p. 57  
Bookkeeping by Machine, May, p. 47  
An Adding Machine Figures for You, Oct., p. 76  
New Light on Light, Dec., p. 27

### ESTATE PLANNING

A Common Trust Fund for Your Uncommon Problems, Jan., p. 49  
The Advice Givers: Your Accountant, Jan., p. 77  
That Last Love Letter, Apr., p. 121  
The Advice Givers: Your Insurance Agent, May, p. 77  
To Build the Nest Egg You Need, Jun., p. 35  
Who Owns Your Life Insurance? Nov., p. 132

### DENTAL MANAGEMENT

## Subject Index to

# dental management

January through December, 1968



### ACCOUNTING

The Advice Givers: Your Accountant, Jan., p. 77  
Bookkeeping by Machine, May, p. 47  
Bill Patients by Computer? Jul., p. 23

### AMERICAN DENTAL ASSOCIATION

Disability Income Insurance: Weak Link in Your Chain of Protection? Mar., p. 36  
How the A.D.A.'s New Keogh Plan Works, Apr., p. 29

### ART

The Double Life of Dr. Lindenberger, Dec., p. 69

### ASSISTANTS

"I Work Alone and Like It," Apr., p. 45  
Bookkeeping by Machine, May, p. 47  
When You Tangle With a Temptress, Aug., p. 26  
Firing Can Backfire, Sep., p. 33  
"Our Aides Must Be Licensed!" Nov., p. 42  
Cause and Cure of the Cash Register Complex, Dec., p. 34

### ASSOCIATIONS

I Protest: "Doctors Need a National Union," Oct., p. 36

### AUTOMOBILES

The Double Life of Dr. Thompson, May, p. 57

### AVIATION

The Double Life of Dr. Drummond, Jan., p. 61

### BANKS

A Common Trust Fund for Your Uncommon Problems, Jan., p. 49

### CASE PRESENTATION

Wise Ways To Move Patients III: Talk Their Language, Sep., p. 75

### COLLECTIONS

Bookkeeping by Machine, May, p. 47  
Bill Collection in a Nutshell, Jun., p. 83  
Bill Patients by Computer? Jul., p. 23

### CREDIT

Bill Collection in a Nutshell, Jun., p. 83

### DENTAL HEALTH PROGRAMS

I Protest: "The Case Against Closed Panels," Jul., p. 32

### EDUCATION

I Protest: "Dentists MUST Go Back to School!" Jan., p. 36  
The Good News About Education Deductions, Feb., p. 29

### EQUIPMENT

Get the Best Tax Break on Your Equipment, Mar., p. 57  
Bookkeeping by Machine, May, p. 47  
An Adding Machine Figures for You, Oct., p. 76  
New Light on Light, Dec., p. 27

### ESTATE PLANNING

A Common Trust Fund for Your Uncommon Problems, Jan., p. 49  
The Advice Givers: Your Accountant, Jan., p. 77  
That Last Love Letter, Apr., p. 121  
The Advice Givers: Your Insurance Agent, May, p. 77  
To Build the Nest Egg You Need, Jun., p. 35  
Who Owns Your Life Insurance? Nov., p. 132

### DENTAL MANAGEMENT

**ETHICS**

The Moral Dilemmas in Dentistry, Sep., p. 36

**FEES**

How to Sound Too Expensive . . . No Matter What You Charge, May, p. 101  
Bill Patients by Computer? Jul., p. 23  
I Protest: "The Case Against Closed Panels," Jul., p. 32

**HEALTH**

The Doctor Who Ran For His Life, Nov., p. 117

**HUMAN INTEREST**

The Double Life of Dr. Drummond, Jan., p. 61  
The Double Life of Dr. Kapiloff, Mar., p. 75  
Everything But Dentistry, Apr., p. 91  
The Double Life of Dr. Thompson, May, p. 57  
The Double Life of Dr. Powell, Jul., p. 71  
The Double Life of Dr. Schneider, Aug., p. 93  
The Double Life of Dr. Brown, Sep., p. 57  
The Double Life of Dr. Alofsin, Nov., p. 59  
The Double Life of Dr. Lindenberger, Dec., p. 69

**HYGIENISTS**

"Our Aides Must Be Licensed!" Nov., p. 42

**INCOME AND EXPENSE**

How To Handle That Tax Estimate, Feb., p. 45  
A Short Walk Through a Long Form, Feb., p. 48  
Save Taxes Through Income Averaging? Feb., p. 58  
Checklist for Your Professional Deductions, Feb., p. 75

**INSURANCE**

New Way to Finance Your Office Building, Mar., p. 29  
Disability Income Insurance: Weak Link in Your Chain of Protection? Mar., p. 36  
Make the Most of Your Mutual Fund, Mar., p. 89  
The Advice Givers: Your Insurance Agent, May, p. 77  
To Build the Nest Egg You Need, Jun., p. 35  
Squeeze the Cash Out of Your Life Insurance, Sep., p. 94  
Who Owns Your Life Insurance? Nov., p. 132

**INVESTMENTS**

A Common Trust Fund for Your Uncommon Problems, Jan., p. 49  
The Advice Givers: Your Accountant, Jan., p. 77  
Make the Most of Your Mutual Fund, Mar., p. 89  
To Build the Nest Egg You Need, Jun., p. 35  
Eat Your Mutual Fund and Have It Too? Jun., p. 67  
Inflation Ahead . . . And How to Fight It! Jul., p. 46  
Buy Your Stocks on the Cuff? Jul., p. 80  
The "P/E": Your Sharpest Investment Instrument, Aug., p. 19  
Invest in a Closed-End Fund? Oct., p. 51  
The Money To Be Made in Municipals, Nov., p. 99

**KEOGH PLAN**

How the A.D.A.'s New Keogh Plan Works, Apr., p. 29  
To Build the Nest Egg You Need, Jun., p. 35  
Incorporate Your Practice Now? Oct., p. 25  
Is a Keogh Plan Really For You? Nov., p. 35

**LABORATORIES**

Ready for Your Own Lab? Apr., p. 34  
"Our Aides Must Be Licensed!" Nov., p. 42

**LAW**

The Advice Givers: Your Lawyer, Apr., p. 59

**MALPRACTICE**

When You Make an Honest Error, Oct., p. 44

**MORTGAGES**

New Way to Finance Your Office Building, Mar., p. 29

**OFFICES**

The Case for Condominiums, Jan., p. 29  
New Way to Finance Your Office Building, Mar., p. 29  
Ready for Your Own Lab? Apr., p. 34  
What To Do Until the Contractor Gets There, Dec., p. 44  
New Light on Light, Dec., p. 27

**PARTNERSHIPS**

New Way to Finance Your Office Building, Mar., p. 29

## Subject Index, 1968

### PATIENT RELATIONS

Wise Ways to Move Patients I: Show Them the Bright Side, May, p. 40  
How to Sound Too Expensive . . . No Matter What You Charge, May, p. 101  
Are Your Patients "The Type"? Jun., p. 25  
I Protest: "The Case Against Closed Panels," Jul., p. 32  
Wise Ways to Move Patients II: Win Their Confidence, Jul., p. 85  
When You Tangle With a Temptress, Aug., p. 26  
The Moral Dilemmas in Dentistry, Sep., p. 36  
Wise Ways To Move Patients III: Talk Their Language, Sep., p. 75  
When You Make an Honest Errer, Oct., p. 44  
How Successful Dentists Get That Way, Nov., p. 79  
Cause and Cure of the Cash Register Complex, Dec., p. 34

### PRACTICE MANAGEMENT

Disability Income Insurance: Weak Link in Your Chain of Protection? Mar., p. 36  
Ready for Your Own Lab? Apr., p. 34  
"I Work Alone and Like It," Apr., p. 45  
The Advice Givers: Your Lawyer, Apr., p. 59  
Roll Your Own "Postal Savings" System, May, p. 31  
Wise Ways to Move Patients I: Show Them the Bright Side, May, p. 40  
Bookkeeping by Machine, May, p. 47  
The Advice Givers: Your Insurance Agent, May, p. 77  
How to Sound Too Expensive . . . No Matter What You Charge, May, p. 101  
Are Your Patients "The Type"? Jun., p. 25  
Bill Collection in a Nutshell, Jun., p. 83  
Bill Patients by Computer? Jul., p. 23  
I Protest: "The Case Against Closed Panels," Jul., p. 32  
When You Tangle With a Temptress, Aug., p. 26  
The Advice Givers: Your Management Consultant, Aug., p. 49  
Firing Can Backfire, Sep., p. 33  
The Moral Dilemmas in Dentistry, Sep., p. 36  
Wise Ways To Move Patients III: Talk Their Language, Sep., p. 75  
When You Make an Honest Errer, Oct., p. 44  
An Adding Machine Figures for You, Oct., p. 76  
The Doctor Who Ran For His Life, Nov., p. 117  
How Successful Dentists Get That Way, Nov., p. 79  
"Our Aides Must Be Licensed!" Nov., p. 42  
Cause and Cure of the Cash Register Complex, Dec., p. 34

### PROFESSIONAL RELATIONS

I Protest: "The Case Against Closed Panels," Jul., p. 32  
The Moral Dilemmas in Dentistry, Sep., p. 36  
I Protest: "Doctors Need a National Union," Oct., p. 36  
When You Make an Honest Errer, Oct., p. 44

### PUBLIC RELATIONS

Firing Can Backfire, Sep., p. 33

### PUBLIC SERVICE

The Double Life of Dr. Alofsin, Nov., p. 59

### PUBLISHING

The Double Life of Dr. Kapiloff, Mar., p. 75

### REAL ESTATE

The Case for Condominiums, Jan., p. 29  
The Advice Givers: Your Accountant, Jan., p. 77  
New Way to Finance Your Office Building, Mar., p. 29  
Inflation Ahead . . . And How to Fight It! Jul., p. 46

### RECORDS

The Good News About Education Deductions, Feb., p. 29  
When the "Martinsburg Monster" Picks You Out, Feb., p. 34  
How To Handle That Tax Estimate, Feb., p. 45  
A Short Walk Through a Long Form, Feb., p. 48  
Save Taxes Through Income Averaging? Feb., p. 58  
Checklist for Your Professional Deductions, Feb., p. 75  
Get the Best Tax Break on Your Equipment, Mar., p. 57  
Bookkeeping by Machine, May, p. 47

### RETIREMENT

How the A.D.A.'s New Keogh Plan Works, Apr., p. 29  
To Build the Nest Egg You Need, Jun., p. 35  
Eat Your Mutual Fund and Have It Too? Jun., p. 67  
Make the Work Clause Work for You, Aug., p. 73  
Is a Keogh Plan Really For You? Nov., p. 35

### DENTAL MANAGEMENT

## SOCIAL SECURITY

Make the Work Clause Work for You, Aug., p. 73

## STOCKS

Eat Your Mutual Fund and Have It Too? Jun., p. 67  
Inflation Ahead . . . And How to Fight It! Jul., p. 46  
Buy Your Stocks on the Cuff? Jul., p. 80  
The "P/E": Your Sharpest Investment Instrument, Aug., p. 19  
Invest in a Closed-End Fund? Oct., p. 51

## TAXES

A Common Trust Fund for Your Uncommon Problems, Jan., p. 49  
The Advice Givers: Your Accountant, Jan., p. 77  
Your 1968 Tax Calendar, Jan., p. 94  
The Good News About Education Deductions, Feb., p. 29  
Income That Isn't, Feb., p. 33  
When the "Martinsburg Monster" Picks You Out, Feb., p. 34  
How To Handle That Tax Estimate, Feb., p. 45  
A Short Walk Through a Long Form, Feb., p. 48  
Save Taxes Through Income Averaging? Feb., p. 58  
Checklist for Your Professional Deductions, Feb., p. 75  
Get the Best Tax Break on Your Equipment, Mar., p. 57  
How the A.D.A.'s New Keogh Plan Works, Apr., p. 29  
Make the Work Clause Work for You, Aug., p. 73  
Incorporate Your Practice Now? Oct., p. 25  
Who Owns Your Life Insurance? Nov., p. 132

## TELEVISION

The Double Life of Dr. Schneider, Aug., p. 93

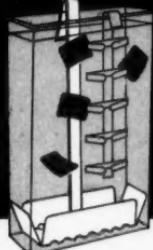
## TRUSTS

A Common Trust Fund for Your Uncommon Problems, Jan., p. 49

## WILLS

That Last Love Letter, Apr., p. 121  
To Build the Nest Egg You Need, Jun., p. 35

ANOTHER *Ada* PRODUCT



**FILM RETRIEVER**

100% stainless steel  
no more lost film

Get a set of these fine film retrievers and develop your x-ray films with confidence. No more lost film . . . no more stained and soiled clothes . . . no more overdeveloped film . . . no more costly retakes . . . adjusts to most makes of tanks. Use it to agitate solutions . . . leave it permanently in tanks.

*We quantity produce them to keep the price down*

Order a pair of two for only . . . **\$9.95**  
Postpaid with check or money order

*Ada* PRODUCTS P. O. Box 3630  
MILWAUKEE, WIS. 53217

next month:

your new

## DENTAL MANAGEMENT

will come to you in a larger size similar to other professional journals and news magazines. More articles, features, photos and items, presented imaginatively in even easier-to-read fashion. It's our way of helping you to start New Year 1969 right!

## INDEX TO ADVERTISERS

	PAGE
Ada Products	107
American Fund for Dental Education	86
American Medical Building Guild	82
Aqua Tec	4, 5
Astra Pharmaceutical Products	61
Block Drug Co., Inc.	26, 112, CIII
Buffalo Dental Mfg. Co., Inc.	65, 76
Ceramco, Inc.	67
Clark-Cleveland, Inc.	18, 19
Colgate-Palmolive Co.	Ins. btw. 16 & 17
Columbia Dentoform Corp.	96
Colwell Co.	62
Control-O-Fax	74, 75
Dallas Dental Clinic	79
Davies Rose Hoyt Pharm. Div.	56, 57
Densco, Inc.	CII
Den-Tal-Ez Chair Mfg. Co.	13
Dentists' Supply Co. of N. Y.	20, 21, 22, 50, 51
Denver Chemical Co.	54
Dewberry Stamping & Grinding Co.	99
Dewey School of Orthodontia	85
Emesco Dental Corp.	63
Fidelity Mgt. & Research Co.	72
Hart Laboratories, Inc.	49
Histacount Corp.	84
Hu-Friedy Mfg. Co., Inc.	80
International Pharmaceutical Corp.	15
Kasdenol Corp.	84
Lactona Products Division	7
Lang Dental Mfg. Co., Inc.	73
Lorvic Corp.	78
L & R Mfg. Co.	68
Mead Johnson Laboratories	25
Midwest American Dental Division	16, 55, 91
Mutual Funds Advisory	94
Myerson Tooth Corp.	8
National Soft Drink Assn.	14
Oral B Co.	59
Ordent Laboratories, Inc.	89
Parkell Products, Inc.	95
Passmore & Sons	43
Paul's Sharpening Service	96
T. Rowe Price Growth Stock Fund, Inc.	92
Procter & Gamble Co.	CIV
Pulpdent Corp.	58
Robins Co., A. H.	2, 81
Rx Jeneric Gold Co.	111
Safco Dental Supply Co.	60
Scientific Film Co., Inc.	64
Straubel Paper Co.	85
3M Co.	53
Ultrasonic Devices, Inc.	98
Universal Dental Co.	77
University Microfilms, Inc.	95
Vick Chemical Co.	10, 11
Whaledent, Inc.	93
Whitehall Laboratories	1
Whitlab, Inc.	103
Zirc Co.	52

